

Further consolidation of radio would be a disaster. Commercial radio has ALREADY been consolidated to the point that it is unlistenable. Industry ALWAYS will state that IF ONLY that rules were more lax, they would make more money. To some extent it is true, as Clear Channel Communication OWNS the male 18-49 demographic in San Diego/Tijuana and has raised prices based on its monopoly. But, in the end, as the consumer is frustrated by lack of choice and lack of diversity, people will just TURN OFF the radio. The trend of lower listenership is already in place. The FCC should, based on this data, be proposing a rule to further RESTRICT radio ownership. More DIVERSITY in radio ownership is both PRO-consumer and is the only way the radio industry will regain relevance.

"A Comparison of Media Outlets and Owners for Ten Selected Markets: 1960, 1980, 2000." is biased in that it treats markets 240-288 as equally important to markets 1-48 despite the vast difference in population. A study of the top 15 markets, where perhaps the majority of citizens live, will show that the number of newspaper owners is significantly down, the number of radio and TV owners is down, and this consolidation does NOT serve the public interest.

A study of the amount of campaign donations to political parties would also serve the public record. Perhaps, big media is donating to political parties to advance monopolistic intentions.